Omnichannel Integration in Medical Affairs

From Aspiration to Reality

Our discussion today

Topic	Learning objectives
UNDERSTANDING OMNICHANNEL	**Articulate the key differences between omnichannel and multichannel approaches, specifically in terms of HCP and organizational value**
UNMASKING BARRIERS	**Recognize common barriers that hinder Medical Affairs teams in effectively implementing omnichannel communication**
DEVELOPING EFFECTIVE STRATEGIES	**Equip attendees with knowledge tailored to their roles/company on how to develop effective strategies and successfully drive omnichannel integration**

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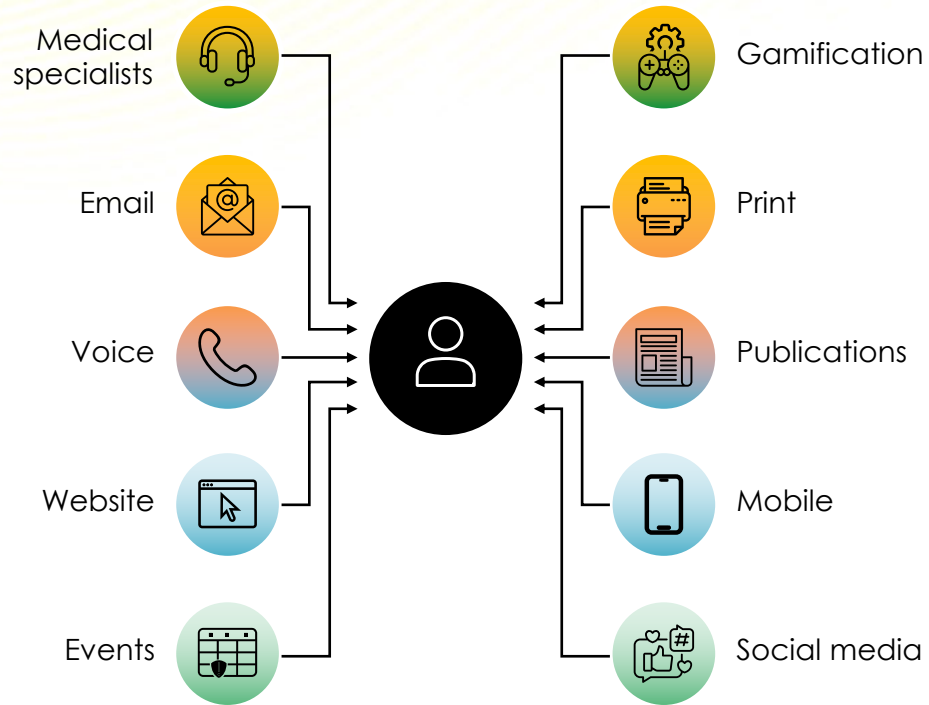
Polling question

UNDERSTANDING OMNICHANNEL
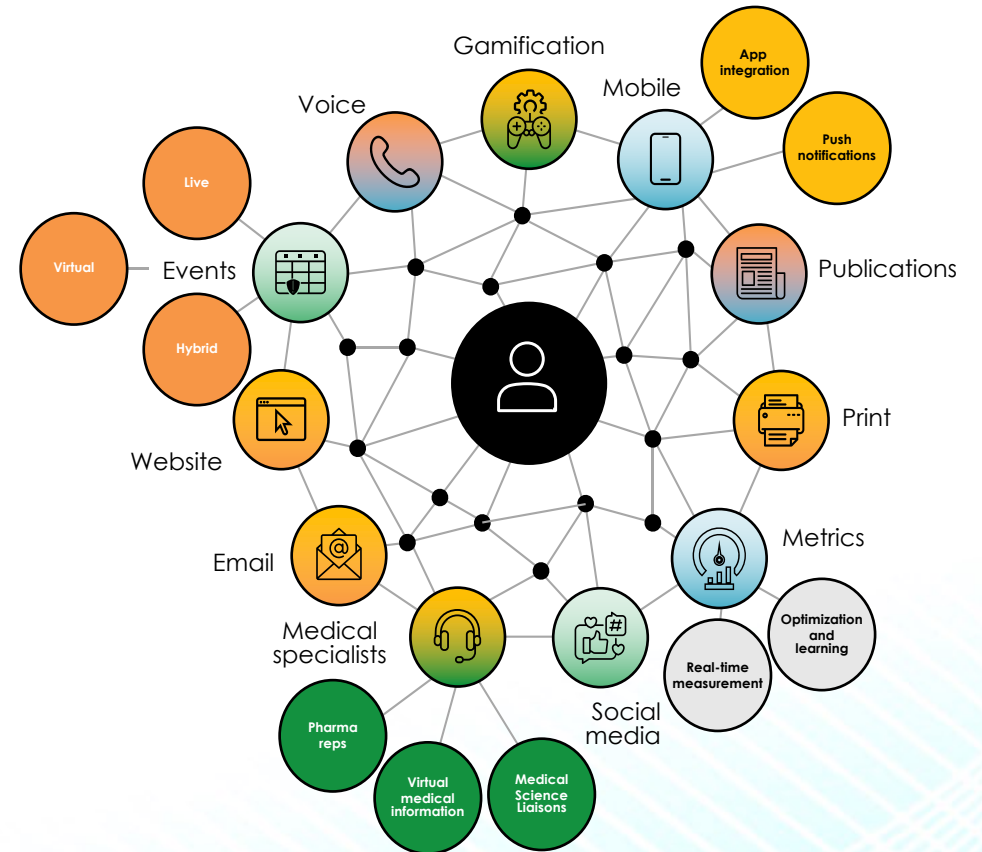
Multichannel vs Omnichannel

Multichannel vs omnichannel

Multichannel

Medical specialists

Email

Voice

Website

Events

Gamification

Print

Publications

Mobile

Social media

Product-centric approach
Multiple segmented channels operating independently to disseminate the same information
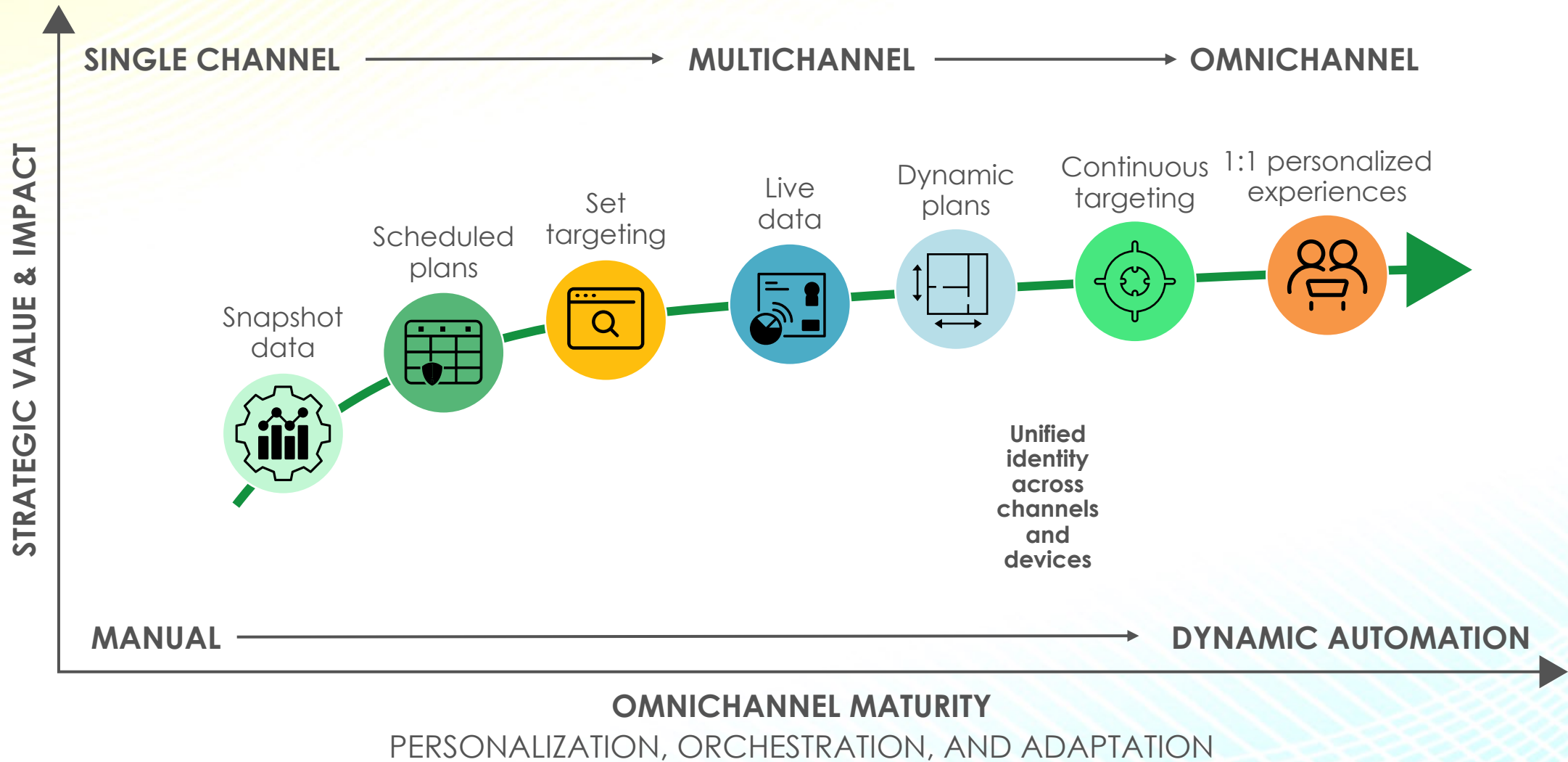
Omnichannel

Gamification

Mobile

App integration

Push notifications

Voice

Live

Virtual

Events

Hybrid

Website

Publications

Print

Email

Metrics

Medical specialists

Optimization and learning

Real-time measurement

Social media

Pharma reps

Virtual medical information

Medical Science Liaisons

Customer-centric approach
Integrating various channels and touchpoints to provide a seamless personalized experience and unified identity across all channels

The goal of any omnichannel plan is to deliver …

… the
right message
(accurately and credibly)

… to the
right audience

A deep understanding of the customer must always be central to any omnichannel approach

… at the
right time

… via the
right channel

UNMASKING BARRIERS

Solutions to Omnichannel Success

Common barriers to omnichannel integration

"Culture eats strategy for breakfast"

Organizational culture can lead to departments working in silos, with each division focused on their own initiatives

Metrics without meaning

Sole focus on activity metrics (usually driven by commercial teams), rather than looking at activity and impact to measure the success of interactions

Financial resources

Lack of financial- or function-aligned resources and lack of buy-in from leadership

Limited insights

Lack of internal systems to gather insights, data not aligned, and inconsistent baseline metrics in Medical Affairs

Measuring success

Inability to measure medical metrics or numerous KPIs and translate these findings into valuable insights

Jurisdiction uncertainty

Uncertainty between departments as to who sets, owns, and adjusts omnichannel strategies

Compliance restrictions

Regulatory and compliance restrictions (eg, General Data Protection Regulation, country-specific laws) that can impact omnichannel implementation

Inconsistent platforms & infrastructure

Continually changing interface/platform needs across departments that negatively impact integration

Content modularization and the MLR process: stakeholder collaboration par excellence
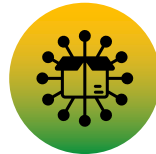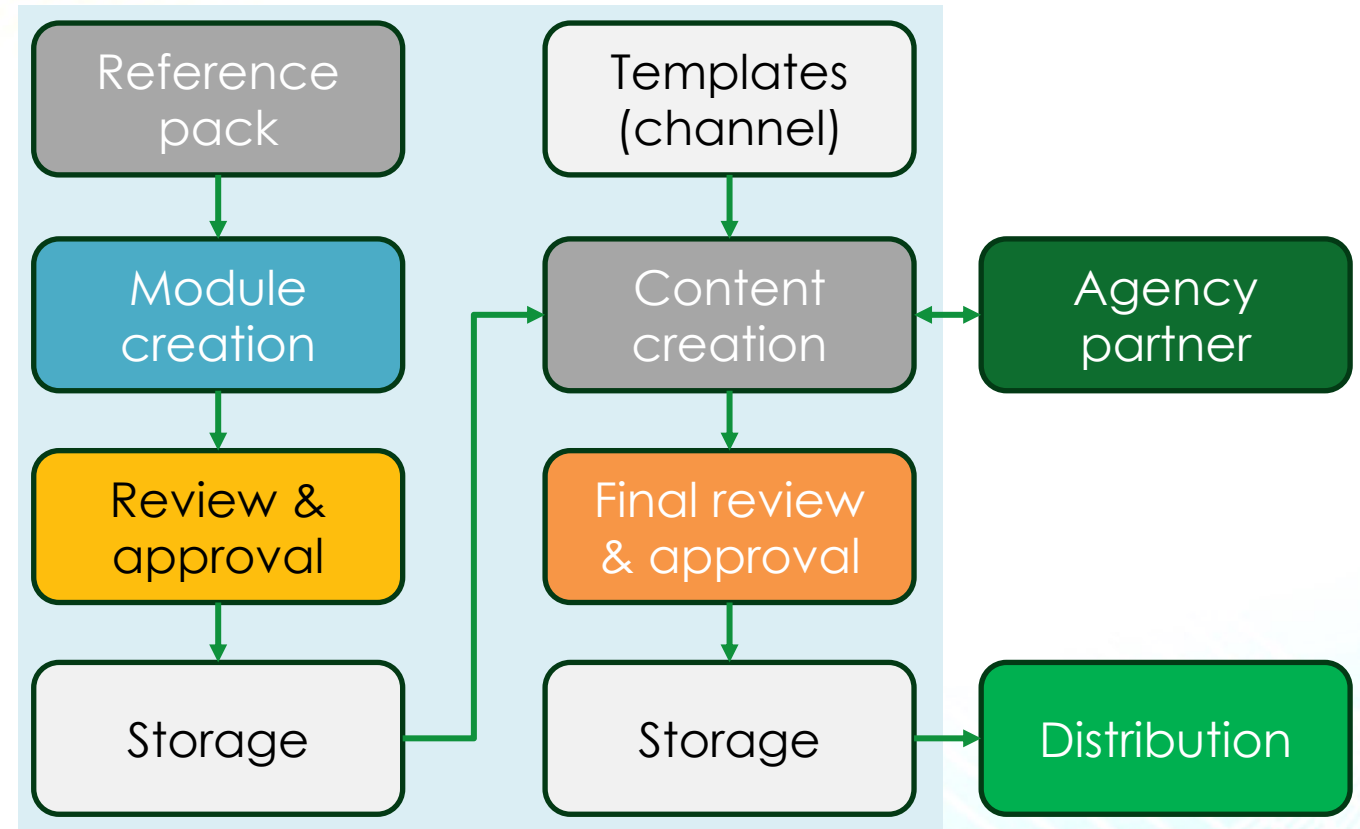
Faster creation

Automation

Templates

Streamlined authoring

Improved storage

Quicker distribution

Reference pack → **Module creation** → **Review & approval** → **Storage**

Templates (channel) → **Content creation** ↔ **Agency partner**

Content creation → **Final review & approval** → **Storage** → **Distribution**

Medical, commercial, project managers / omnichannel leads, review team (medical, legal, regulatory), production, IT, CRM, agencies (x local teams)

Polling question

DEVELOPING EFFECTIVE STRATEGIES

Effective omnichannel strategies will drive long-term success

↑ **Cross-functional partnerships**

↑ **Automation & efficiencies**

↑ **Communication consistency**

More effective HCP & patient engagement

Team silos ↓

Duplication of content & efforts ↓

Time to content creation ↓

Opportunities to realize omnichannel integration

Co-create a unified strategy for the customer omnichannel journey

Goal

Provide a consistent and unified learning experience across all aspects of the organization that best supports the customer

Actions

1. Develop a strong core strategy centered on customer needs

2. Develop a cross-functional team and build company-wide omnichannel capabilities to remove traditional functional barriers

3. Transform content creation to personalize customer engagement (ie, formats, channels, modular approach, generative AI)

Opportunities to realize omnichannel integration

Generate a single, integrated omnichannel interface

Goal

Develop a single, seamless, and integrated interface, or adapt and utilize an existing in-house system, that provides a unified and consistent learning experience for the customer, with access to medical information, education, and product knowledge that evolves alongside the current trends

Actions

1. Develop a centralized content management system with effective tagging to organize content based on specific audiences or campaigns

2. Create a connected system for a single source of truth that unifies customer profiles, information, and engagement data (ie, an integrated data lake)

3. Utilize CRM tools to track activities across multiple channels to provide a complete picture of HCP engagement and behavior (eg, MSL insights, publications, website views, congress activity)

Opportunities to realize omnichannel integration

Develop an omnichannel platform strategy that responds to customer needs
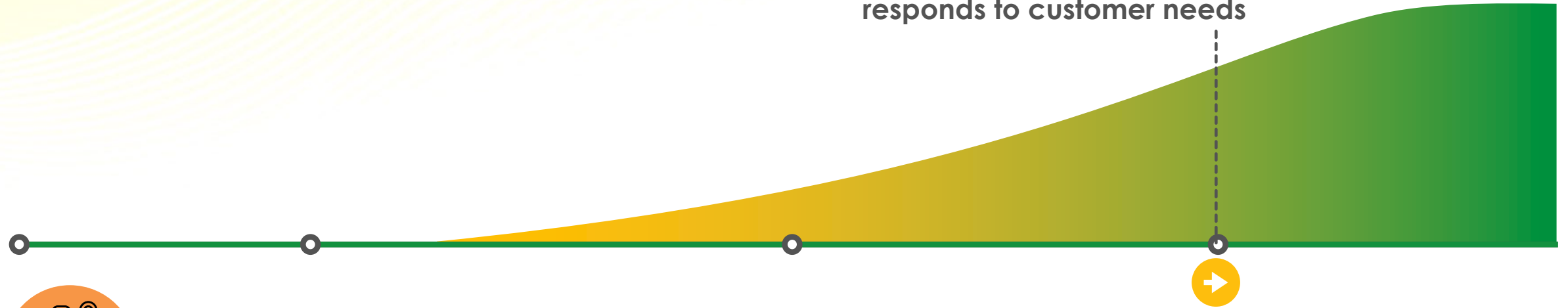
Goal

Provide a practical platform strategy that can develop as technology advances, with flexible channels to encompass diverse customer and stakeholder preferences, as well as different learning and engagement styles

Actions

1. Co-create with HCPs to better understand stakeholder needs and define the optimal omnichannel

2. Embed metrics within the omnichannel strategy and invest in underlying data analysis systems to capture and better understand customer needs and preferences

3. Record each interaction to create a complete customer profile and better deliver the most relevant messages, at the right time, through the appropriate channel

DISCUSSION

Q&A

SUMMARY AND CLOSE

Our discussion today

Needs of HCPs and patients are constantly changing

Omnichannel represents a transformative opportunity for Medical Affairs

Common barriers exist to omnichannel integration

Strategic cross-functional solutions are required

Key questions for you to consider

1 What is your strategy for transitioning from single/multichannel engagement to a holistic HCP omnichannel experience?

2 What are the main barriers preventing this transition?

3 What resources/organizational changes do you need to make your omnichannel aspiration a reality?

MAPS Content Hub resources

Partner Circle publication

FAWG e-learning content

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Thank You!